

Station KTNV-TV LAS VEGAS, NV

Advertiser ().OBAMA FOR AMERICA

Product BARACK OBAMA

Estimate# 2002

Buyer Maura Gilroy

Phone#

Fax#

Agency () GMMB

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 95/101/2002

Flight Dates 10/09/2012 - 10/15/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: OBAMA FOR AMERICA SC=*

--- REMARKS ---

THIS IS A NEW POLITICAL ORDER

CONTRACT TOTAL IS \$25,375

PLS CONFIRM ASAP

THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	5A-6A	EARLY AM NEWS	:30	\$150.00	10/10-10/12	3	1	3	\$450.00	
	2	SA	8A-9A	SATURDAY AM NEWS	:30	\$275.00	10/13-10/13	1	1	1	\$275.00	
	3	SU	8A-9A	SUNDAY AM NEWS	:30	\$275.00	10/14-10/14	1	1	1	\$275.00	
	5	W-F	11A-12P	MIDDAY NEWS	:30	\$300.00	10/10-10/12	3	1	3	\$900.00	
	6	W-F	2P-3P	JEFF PROBST	:30	\$275.00	10/10-10/12	3	1	3	\$825.00	
	7	W-F	330P-4P	AFTERNOON NEWS	:30	\$250.00	10/10-10/12	3	1	3	\$750.00	
	11	TH	8P-9P	LAST RESORT	:30	\$2,000.00	10/11-10/11	1	1	1	\$2,000.00	
	12	W	8P-9P	THE MIDDLE/SUBURGATORY	:30	\$1,750.00	10/10-10/10	1	1	1	\$1,750.00	
	13	W	930P-10P	THE NEIGHBORS	:30	\$1,500.00	10/10-10/10	1	1	1	\$1,500.00	
	14	TH	9P-10P	GREY'S ANATOMY	:30	\$2,500.00	10/11-10/11	1	1	1	\$2,500.00	
	15	TH	10P-11P	SCANDAL	:30	\$1,750.00	10/11-10/11	1	1	1	\$1,750.00	

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---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	16	F	9P-10P	PRIMETIME	:30	\$1,500.00	10/12-10/12	1	1	1	\$1,500.00	
	17	SA	5P-830P	SATURDAY NIGHT FOOTBALL	:30	\$1,500.00	10/13-10/13	2	1	2	\$3,000.00	
	19	SU	8P-9P	ONCE UPON A TIME	:30	\$2,250.00	10/14-10/14	1	1	1	\$2,250.00	
	20	SU	9P-10P	REVENGE	:30	\$2,750.00	10/14-10/14	1	1	1	\$2,750.00	
	22	SA	11P-1135P	SATURDAY LATE NEWS	:30	\$500.00	10/13-10/13	1	1	1	\$500.00	
	23	W-F	1205A-105A	JIMMY KIMMEL	:30	\$200.00	10/10-10/12	4	1	4	\$800.00	
	24	M	5A-6A	EARLY AM NEWS	:30	\$150.00	10/15-10/15	2	1	2	\$300.00	
	25	M	11A-12P	MIDDAY NEWS	:30	\$300.00	10/15-10/15	1	1	1	\$300.00	
	26	M	2P-3P	JEFF PROBST	:30	\$275.00	10/15-10/15	2	1	2	\$550.00	
	27	M	330P-4P	AFTERNOON NEWS	:30	\$250.00	10/15-10/15	1	1	1	\$250.00	
	28	M	1205A-105A	JIMMY KIMMEL	:30	\$200.00	10/15-10/15	1	1	1	\$200.00	

---REPORT TOTALS---

Report Totals: 36 / \$25,375.00

---SALES MONTHLY TOTALS---

Oct 12: 36 / \$25,375.00

Sales Totals: 36 / \$25,375.00

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Advertiser	().OBAMA FOR AMERICA		3050 K ST NW	Sales Office ()	PHILADELPHIA
Product	BARACK OBAMA		WASHINGTON, DC 20007	Salesperson ()	ANJIE BRADY
Estimate#	2002	Agency C/P1/P2/E	95/101/2002		
Buyer	Maura Gilroy	Flight Dates	10/09/2012 - 10/15/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-567-5938
Fax#					

Station Totals: 36 / \$25,375.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$110,326	KBLR	0%	KLAS	24%	KSNV	12%	KTNV	23%	KTUD	0%
		KVCW	3%	KVMY	11%	KVVU	27%				

---COMPETITIVE COMMENTS---
COMPETITIVE IS ESTIMATED

Books	NOV11, MAY12, ENOV12
Demos	RA35+

---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---
CASH IN ADVANCE